



Press release

Bouygues Telecom, Orange and SFR announce a user trial for new multimedia communication services for the second half of 2009.

The three operators will conduct a user trial on innovative communication services based on the "Rich Communication Suite" standard.

Paris (France), February 11th 2009. Bouygues Telecom, Orange and SFR acknowledge the growing interest in new forms of multimedia mobile communications. This includes the sharing of images and videos during a call and enriching the address book with live contextual information such as tagline.

Thanks to their experience in communication services, the operators have identified the key success factors to ensure a rapid and large user adoption:

- Native integration of services in the address book and smooth and simple user experience,
- Interoperability of these new services to allow users to communicate widely with all their contacts,
- Standardization of the technical environment, shared by all industry players, to offer these services on a wide range of handsets and ensure an outstanding quality of service.

Bouygues Telecom, Orange and SFR are contributing members of Rich Communication Suite (RCS), a program which is managed by the GSM Association. These operators, supported by key telecom industry partners, wish to validate the implementation of this promising and pragmatic approach and test its end-to-end operation with users.

The three operators announce a user trial, due to take place in France during the second half of 2009, based on RCS specifications Release 1, adopted by GSMA in December 2008.

About Bouygues Telecom

BOUYGUES TELECOM, MOBILE FIXED AND INTERNET COMMUNICATIONS SERVICES

Created in 1994, Bouygues Telecom has 9.3 million customers, including 6.9 million with contracts, and 8,000 employees. Its ambition is to be the "preferred brand of personal communication services" thanks to a continuous focus on superior customer service.

After pioneering the talk-plan concept and free voicemail in France in 1996, followed by unlimited call plans (Millenium), in 2006 Bouygues Telecom launched Neo, the first call plan to offer unlimited calls to all operators every day after 8pm.

In 2008, the all-new range of Neo call plans lets customers select an unlimited calling time slot and includes easy Internet surfing. Bouygues Telecom has also become an Internet Service Provider (ISP), launching the Bbox broadband router in October on the fixed network it acquired in July 2008.

Bouygues Telecom's mobile internet network combines 3G+ (72% of the population to be covered by 3G+ by Spring 2009) and EDGE (over 94% of the population covered by EDGE) technologies in order to provide customers with seamless coverage everywhere in France and very high speeds in the country's biggest cities, in addition to service quality tailored to individual needs.

Ranked No. 1 in Customer Relations in the mobile phone sector*, Bouygues Telecom is committed to proactive, direct customer service. Six customer relations centres in France staffed by 2,000 customer advisors, a distribution network of 580 Bouygues Telecom Club stores, and a website available 24/7 combine to ensure optimum customer service.

** BearingPoint-TNS Sofres Customer Relations Quality League Table (April 2008)*

About Orange

Orange is the key brand of France Telecom, one of the world's leading telecommunications operators. France Telecom serves more than 177 million customers in five continents as of September 30, 2008, of which two thirds are Orange customers. The Group had consolidated sales of 52.9 billion euros in 2007 and 39.9 billion euros for the nine first months of 2008. As of September 30, 2008, the Group had 117.6 million mobile customers and 12.4 million broadband Internet (ADSL) customers.

Launched in June 2005, the NEXt program (New Experience in Telecommunications) will enable the Group to pursue its transformation as an integrated operator and make France Telecom the benchmark for new telecommunications services in Europe. In 2006, Orange became the Group's single brand for Internet, television and mobile services in the majority of countries where the company operates, and Orange Business Services the banner for services offered to businesses worldwide. France Telecom is the number three mobile operator and the number one provider of broadband Internet services in Europe and one of the world leaders in providing telecommunication services to multinational companies.

France Telecom (NYSE:FTE) is listed on Euronext Paris (compartiment A) and on the New York Stock Exchange.

For more information: www.orange.com, www.francetelecom.com, www.orange-business.com

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About SFR : www.sfr.com

Following the merger between SFR and Neuf Cegetel, the new SFR has now become Europe's largest alternative operator, with a revenue of more than 12 billion euros and a customer base of nearly half of all French people. As a global operator, SFR is capable of satisfying the mobile, Internet, fixed and service needs of the mass market and of business and wholesale customers. SFR has a total of 19.3 million mobile customers, including 5 million 3G/3G+ customers (July 2008) and 2 million business lines, as well as 3.8 million broadband Internet customers and 184 000 business sites connected.

With its own mobile and fixed infrastructures and major expertise in IP areas, the new SFR will have all the resources necessary to create a new-generation operator. As a leader in terms of innovation and quality of customer relations, SFR is supported by the assets and skills at its disposal, enabling it to offer seamless services. SFR also stands for a committed and open operator, working with the best partners.

With 10 000 employees, SFR benefits from a stable ownership structure, with two major shareholders, Vivendi (56%) and Vodafone (44%).

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